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Last Minute News

RJR Nabisco cuts agencies

ATLANTA—RJR Nabisco cut Bozell, Jacobs, Kenyon & Eckhardt, New York, and Tatham-Laird & Kudner, Chicago, from its agency roster in a further consolidation, as it prepares for the reassignment of its \$80 million in cookie and candy spending pulled from Saatchi & Saatchi DFS Compton, New York (AA, April 11). BJK&E lost \$18 million in Planters peanuts and Canadian cereal assignments; TLK lost about \$10 million in business. The shifts are designed to give the company "greater clout" with fewer suppliers. FCB/Leber Katz Partners, New York, and agencies owned by Interpublic Group of Cos. are expected to be the prime beneficiaries of the realignment, said to reward R.J. Reynolds Tobacco Co. shops and penalize those with any divisional conflicts. FCB and Interpublic's McCann-Erickson, New York, handle Reynolds' major cigarette brands. Long, Haymes & Carr, Winston-Salem, N.C., and Young & Rubicam, New York, also handle tobacco prod-

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◀ **Roger Smith: Call him troubled at GM.**

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